IN THE CLAIMS

1. (Withdrawn) A retail system comprising:

at least one purchase obtaining facility having multiple purchase pick-up points for enabling customers to obtain purchases, and

an assignment arrangement for assigning the purchase pick-up points to the customers.

- 2. (Withdrawn) The system of claim 1, wherein a purchase pick-up point is automatically assigned to a customer when the customer is identified.
- 3. (Withdrawn) The system of claim 2, wherein, the purchase pick-up point is released from assignment to the customer when the customer obtain a purchase.
- 4. (Withdrawn) The system of claim 1, wherein the purchase obtaining facility is arranged for providing the customers with pre-ordered purchases.
- 5. (Withdrawn) The system of claim 4, wherein the purchase obtaining facility comprises a storage area for storing the pre-ordered purchases.
- 6. (Withdrawn) The system of claim 5, wherein the assignment arrangement provides a request for collecting from the storage area a purchase for a customer simultaneously with assigning a purchase pick-up point for the customer.

- 7. (Withdrawn) The system of claim 6, wherein the purchase is delivered to the purchase pick-up point assigned to the customer.
- 8. (Withdrawn) The system of claim 4, further comprising an identification device for identifying a customer before assigning a purchase pick-up point, to determine information on a purchase pre-ordered by the customer.
- 9. (Withdrawn) The system of claim 8, wherein the identification device enables the customer to pass through a passing device after the purchase pick-up point is assigned to the customer.
- 10. (Withdrawn) The system of claim 1, wherein the purchase pick-up points enable the customers to inspect the purchases.
- 11. (Withdrawn) The system of claim 1, wherein the purchase pick-up points enable the customers to check out the purchases.
- 12. (Withdrawn) The system of claim 1, wherein a customer is provided with information identifying a purchase pick-up point assigned to the customer.
- 13. (Withdrawn) A method of selling goods comprising the steps of: arranging multiple purchase pick-up points for enabling customers to obtain purchases, and

automatically assigning a purchase pick-up point to a customer when the customer is identified.

- 14. (Withdrawn) The method of claim 13, wherein the purchase pick-up point is released from being assigned to the customer when the customer obtain a purchase.
- 15. (Withdrawn) The method of claim 13, wherein the purchase pick-up point is automatically released from being assigned to the customer when a purchase is checked out by the customer.
- 16. (Withdrawn) The method of claim 13, wherein the purchases are pre-ordered by the customers.
- 17. (Withdrawn) The method of claim 16, wherein a request for collecting a purchase pre-ordered by the customer is automatically generated simultaneously with assigning the purchase pick-up point to the customer.
- 18. (Withdrawn) The method of claim 17, wherein the purchase is delivered to the assigned pick-up point in response to the request for collecting the purchase.
- 19. (Withdrawn) The method of claim 13, wherein the multiple pick-up points are arranged in a single check-out facility.

- 20. (Withdrawn) The method of claim 19, wherein the check-out facility contains a storage area.
- 21. (Withdrawn) The method of claim 20, wherein a request for collecting from the storage area a purchase pre-ordered by a customer is transferred simultaneously with assigning a purchase pick-up point to the customer.
- 22. (Withdrawn) The method of claim 21, wherein the purchase collected from the storage area is inspected by comparing the weight of the purchase with a reference value.
- 23. (Withdrawn) The method of claim 22, wherein the reference value is determined before delivery the purchase to the check-out facility.
- 24. (Currently Amended) A system for selling goods having multiple purchase obtaining facilities for enabling customers to obtain pre-ordered purchases, at least one of the purchase obtaining facilities comprising:

multiple purchase pick-up points,

an identification station for receiving identification (ID) data provided by a customer, and a control system for receiving the ID data from the identification station to automatically assign a purchase pick-up point of the multiple purchase pick-up points to the customer in order to increase throughput of the purchase obtaining facility when the customer arrives to pick up a pre-ordered purchase,

the control system being responsive to the ID data for issuing a request to collect the preordered purchase for delivery to the purchase pick-up point assigned to the customer.

- 25. (Previously presented) The system of claim 24, wherein the identification station is configured for providing the customer with information identifying the specific purchase pick-up point assigned to the customer.
 - 26. (Cancelled)
- 27. (Currently Amended) The system of claim 24 [[26]], wherein the control system is configured for providing a reference value to compare weight of the collected purchase with the reference value in order to inspect the collected purchase.
- 28. (Original) The system of claim 27, wherein the reference value is determined at a central storage facility of the system before delivery to said at least one of the purchase obtaining facilities.
- 29. (Withdrawn) The system of claim 24, wherein the purchase pick-up point is released from being assigned to the customer when the customer obtains a purchase.
- 30. (Withdrawn) The system of claim 24, wherein the customer is enabled to pass to the purchase pick-up point only after the purchase pick-up point is assigned to the customer.

- 31. (Withdrawn) The system of claim 24, wherein the customer is identified based on data assigned to permanent customers of the system.
- 32. (Withdrawn) The system of claim 24, wherein the customer is identified based on ID information assigned to a purchase when the customer orders the purchase.
- 33. (Original) The system of claim 24, wherein at least one of the purchase pick-up points provides a purchase pick-up arrangement movable within said at least one of the purchase obtaining facilities.
- 34. (Original) The system of claim 33, wherein an arrangement for delivery a purchase to the customer from a storage area of said at least one of the purchase obtaining facilities is used as said purchase pick-up arrangement.
- 35. (Withdrawn) A retail system controlled by a control system and comprising: at least one storage facility for storing goods available for sale in the retail system, and multiple purchase obtaining facilities, each purchase obtaining facility enabling customers to obtain pre-ordered purchases after a time period sufficient to deliver the pre-ordered purchases from the storage facility to the purchase obtaining facility.
- 36. (Withdrawn) The system of claim 35, wherein at least one purchase obtaining facility has multiple purchase pick-up points for enabling customers to obtain purchases, and an assignment arrangement for assigning the purchase pick-up points to the customers.

37. (Withdrawn) A method of selling goods comprising the steps of:
storing the goods available for sale in a storage facility,
enabling a customer to order a purchase, and
enabling the customer to obtain the ordered purchase at a retail facility after a time period
sufficient to deliver the purchase from the storage facility to the retail facility.

38. (Withdrawn) The method of claim 37, further comprising the steps of: arranging multiple purchase pick-up points in the retail facility for enabling customers to obtain the ordered purchase, and

automatically assigning a purchase pick-up point to the customer when the customer is identified.